ABSTRACT OF THE DISCLOSURE

Appropriate color correction is carried out when image data obtained by a digital camera are printed. Correction degrees for lightness, chroma, and hue are set for specific colors R, G, B, C, M, Y, YG, BS, SK(HL), SK(MD), SK(SD) in an image represented by the image data. In an L*a*b* color space, a distance between a center color of each of the specific colors and a color comprising the image represented by the image data is found. Based on the distance, the correction degrees for lightness, chroma and hue of the specific colors are subjected to weighted addition, and correction values for lightness, chroma and hue are obtained. Based on the correction values, lightness, chroma and hue of the image represented by the image data are corrected, and processed image data are obtained.

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